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Activities of the Department of Public Information: outreach and knowledge services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution 69/96 B, provides a summary of the key advances made by the Department of Public Information from August 2014 to March 2015 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department, namely, strategic communications services and news services, are described in separate reports of the Secretary-General (A/AC.198/2015/2 and A/AC.198/2015/3).

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I. Introduction

1. In its resolution 69/96 B, the General Assembly took note of the reports submitted by the Secretary-General on the activities of the United Nations Department of Public Information submitted for consideration by the Committee on Information at its thirty-sixth session (A/AC.198/2014/2-4) and requested the Secretary-General to continue to report to the Committee on Information on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department of Public Information to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department, namely: strategic communications services, news services and outreach services.

3. The present report on the activities of the outreach and knowledge services provides an overview of the strategic direction of the outreach subprogramme and highlights activities undertaken in the process of reaching out to a wide range of important constituencies. It also provides a summary of the activities undertaken by the Department's library services, including the Dag Hammarskjold Library at United Nations Headquarters. Unless otherwise indicated, the report covers the activities of the Department for the period from August 2014 to March 2015.

II. Developing increased understanding and support for the work of the United Nations

4. The Outreach Division has continued to play a vital role in reaching out to a number of constituencies, such as civil society, young people, academic institutions, educators, students, artists, the entertainment industry and local communities, to develop a deeper understanding of, and support for, the ideals and activities of the United Nations. These outreach efforts have special resonance at a time when the ideals of the Organization have been at the forefront of current affairs in the areas of peace and security, human rights and sustainable development. The objective of the Department has been, in all of its activities, to strive to mobilize the consciousness of its multiple constituencies around the importance of the above-mentioned themes.

5. The Department has proactively sought to engage its various constituencies in a timely fashion, bearing in mind the need to do so in as many languages as possible, while conducting the necessary ongoing evaluation of its multiple activities. The objective of the Department has been to serve the needs of Member States, staff and researchers through its multiple products and services and to reinforce internal communication within the Organization. The Department continued to widen the scope of its outreach, targeting new and larger audiences worldwide with a view to solidifying an understanding and awareness of the key priorities of the United Nations by means of participation and involvement in the work of the Organization through its websites, publications, conferences, briefings, visitors services and teaching materials.

III. Increasing involvement of civil society in the Organization's activities

A. United Nations Academic Impact initiative: a partnership with the academic community

6. The United Nations Academic Impact initiative continues to be a bridge between the Organization and the global community of scholarship. The convening of a meeting of Friends of the United Nations Academic Impact by the Republic of Korea is indicative of the support extended by Member States. The Academic Impact continues to partner with its members in relation to specific objectives of the Organization. In September, in cooperation with the Korean Association in Support of the United Nations Academic Impact, a forum was convened in Samoa during the third International Conference on Small Island Developing States to explore ways in which research and academia could further the realization of the economic, environmental and social aspirations of this community of nations. In October, the Academic Impact arranged a discussion involving the finance and foreign ministers of Timor Leste and scholars on the development of that country and the United Nations role therein. In the same month, as part of its "Music for Peace" programme, the Academic Impact arranged in South Africa a performance by and conversation with musicians from Soweto.

7. Members of the student offshoot of the Academic Impact, known as ASPIRE (Action by Students to Promote Innovation and Reform through Education), met in Seoul at the invitation of Handong Global University, which had also arranged a global college essay contest on the post-2015 development agenda. The post-2015 development agenda is the subject of another international contest being arranged by the Academic Impact in cooperation with the United States-based ELS Educational Services, in which university students and young faculty members will be invited to reflect upon the subject in an essay written in an official language of the United Nations that is not the mother tongue or primary medium of instruction of the entrant.

B. Community of non-governmental organizations

8. At its thirty-sixth session, the Committee had taken note of the ongoing efforts of the Department of Public Information to strengthen its role as a focal point for two-way interaction with civil society relating to the priorities and concerns of the United Nations identified by Member States, and also noted in this regard the increasing involvement of civil society in United Nations activities, including the outreach activities directed at youth representatives.

9. The Department regularly engaged with members of civil society working at the international and local levels to increase their involvement in the key United Nations goals of peace, security, education and sustainable development. Toward that end, briefings for civil society, also available via webcast, remained the chief means for regular engagement and feedback from civil society in New York on the work of the United Nations. Increased use of social media around the briefings contributed to a high volume of online conversations by civil society on Facebook and Twitter concerning the Organization's agenda.

10. The sixty-fifth annual Department of Public Information/Non-Governmental Organizations Conference, on the theme "2015 and beyond: our action agenda", which took place from 27 to 29 August 2014 at United Nations Headquarters, brought together a record number of engaged civil society representatives from around the world.

11. Some 2,500 individuals representing 700 non-governmental organizations (NGOs) from 100 countries, delegates from Permanent Missions and United Nations staff gathered to discuss the new development agenda and the role of civil society. This resulted in an ambitious declaration, which was adopted unanimously, that includes four elements: a vision statement; monitoring and accountability; recommendations on the sustainable development goals and means of implementation; and the Global Partnership for Sustainable Development.

12. The Department translated and made available Conference information materials and the final declaration in all six official languages of the United Nations.

13. The Conference social media hashtag #UNNGO2014 reached over 10 million accounts worldwide with the top languages (in terms of popularity) being English, Chinese, Korean, Japanese, French and Spanish.

14. The Department organized pre-Conference youth-led outreach activities targeting NGO youth representatives that focused on the post-2015 processes and on identifying key entry points for youth engagement, participation and influence.

15. The Department's NGO Resource Centre made available a wide variety of print and digital publications from the United Nations Secretariat, programmes and specialized agencies in the six official languages, and on an ad hoc basis in German, Italian and Portuguese.

16. To further strengthen the involvement of civil society around United Nations activities and key priority areas, the NGO Resource Centre disseminated weekly announcements of meetings and events via webcast.

17. In line with the Committee's emphasis at its thirty-sixth session on the importance of making use of all of the official languages of the United Nations, the Department organized a special briefing commemorating World Press Freedom Day 2014, in the six official languages of the United Nations.

IV. Engaging the public: exhibits, guided tours and the United Nations Bookshop

18. During the reporting period, following the completion of the capital master plan renovations, the Department returned to the newly refurbished and redesigned General Assembly Building, allowing it to resume full-scale services to visitors to United Nations Headquarters.

19. Exhibits open to the public also moved back to the General Assembly Lobby. The first exhibition in the newly refurbished space, entitled "The long journey", remained on display from the end of November 2014 to mid-January 2015 to mark the International Day of Solidarity with the Palestinian People. Two further exhibits, "Forbidden art" and "Shoah" were then displayed until the end of February in memory of the victims of the Holocaust. Furthermore, "Water for life", an

informative exhibition on a wide variety of water-related issues, was on view in March. Also in March, the annual exhibit to commemorate the victims of the transatlantic slave trade was on display.

20. During the final phase of the capital master plan, the Visitors' Services Section was able to continue its operations, albeit on a greatly reduced scale, in a temporary swing space. As from January 2015, a newly revamped, full-scale tour resumed, offering visitors guided tours in all six official languages, as requested by the Committee on Information at its thirty-sixth session. In addition, guided tours are and will continue to be offered in German, Italian, Japanese, Korean, Portuguese and Swedish. In keeping up with the times, multisensory digital exhibits illustrate the work of the United Nations in an interactive and visually stimulating manner.

21. January 2015 also saw the opening of the new United Nations Visitors' Centre in the first basement of the General Assembly Building. The redesigned space allowed for the return to full-scale operations. It houses the redesigned United Nations Bookshop, the Department's Visitors' Services Section and the public inquiries desk, as well as the United Nations Postal Administration and other commercial services for visitors to the United Nations.

22. The Visitors' Services Section offers numerous activities and programmes designed for youth. Briefing programmes, which are mainly designed for a young audience, reached more than 22,400 people during the reporting period. The Public Inquiries Unit provided materials for teachers and students on a continuous basis. At least 60 per cent of visitors taking guided tours were children and students. For children between the ages of 5 and 12, a specialized children's tour was offered at least once a week.

23. During the reporting period, more than 25,000 visitors were given briefings on selected topics. Middle school, high school and university audiences represented the majority of participants, although professional associations, NGOs and other civil society groups also participated in this outreach programme. Briefings were offered in all of the official languages.

V. Enhancing, empowering and strengthening the voice of young people

A. Office of the Secretary-General's Envoy on Youth

24. The Committee noted the Department's ongoing outreach activities for young people. The Office of the Secretary-General's Envoy on Youth, located in the Department, contributed to engaging and empowering young people throughout the world and to strengthening the focus on youth in existing programmes, policies and strategies at all levels.

25. The Envoy coordinated with other United Nations entities to increase their visibility in youth programmes and played a catalytic role in strengthening the harmonization of the work of members of the United Nations Inter-Agency Network on Youth Development. The Envoy played a lead role in the United Nations advocacy efforts on youth development, including through high-level events and summits and by undertaking official missions to countries in all regions of the world. Working with both traditional and new media outlets, the Office continued to

contribute to increased visibility for key youth issues at national, regional and global levels.

26. The Office created and maintained active channels of communication between youth-led organizations and the United Nations. It provided young people with access to information on the Organization's work related to young people. Launched by the Envoy, the Global Partnership for Youth in the Post-2015 Development Agenda, which brings together United Nations agencies, international NGOs, youth-led organizations, national youth councils and youth groups, reached a membership of some 1,700 organizations representing young people from around the world.

27. In the light of the twentieth anniversary of the World Programme of Action for Youth to the Year 2000 and Beyond, and given that more than 150 Member States were working on their national youth policies, the Office of the Secretary-General's Envoy on Youth, along with the United Nations Development Programme (UNDP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), and the Council of Europe co-convened the first Global Forum on Youth Policies, which was hosted by the Government of Azerbaijan in Baku from 28 to 30 October 2014. The Forum, the first of its kind, brought together some 700 participants from over 165 countries, including policymakers, experts, members of academia, youth activists and representatives of civil society organizations, international and regional organizations and United Nations agencies. Discussions helped shape a common understanding for integrated and inclusive youth policy development that were reflected in the Baku Commitment to Youth Policies. The Baku Commitment included the announcement of the establishment of the Global Initiative on Youth Policies, as well as the regular convening by the Office of the Secretary-General's Envoy on Youth of the International Stakeholders Meeting on Youth Policies.

B. Young people and educational outreach

28. The Department continued to engage with students from the primary through the university level through the Global Teaching and Learning Project by expanding its outreach to model United Nations programmes around the world. During the reporting period, the Global Teaching and Learning Project conducted training sessions and supervised model United Nations programmes in Beijing (in partnership with UNDP in China), Rome and Seoul (in partnership with the World Federation of United Nations Associations), as well as workshops in Doha, Tokyo and The Hague. These activities aimed to deepen students' understanding of the way decisions are made at the United Nations and to improve the accuracy with which meetings at the United Nations are simulated. Many student participants are leaders of the model United Nations programmes in their schools, leading to a significant multiplier effect.

29. A student conference was organized at United Nations Headquarters on 19 September 2014 in observance of the International Day of Peace. The theme of the Day in 2014 was the "Right of peoples to peace", highlighting the thirtieth anniversary of the Declaration on the Right of Peoples to Peace. The student conference, which reflected the theme in its observance of the Day, was attended by 500 students from the United States of America, Canada and Mexico. Young people from Bukavu, Goma and Kinshasa gathered at the United Nations Organization Stabilization Mission in the Democratic Republic of the Congo (MONUSCO) and

linked in via videoconference to discuss the theme. Following an address by the Secretary-General, Messengers of Peace Midori, Yo-Yo Ma and Jane Goodall, performed and spoke respectively. The Department of Public Information also partnered with artist Yoko Ono, who contributed the use of John Lennon's song "Imagine" as part of the observance. Information about the International Day of Peace was posted on the International Day of Peace website and on social media. The entire event was webcast live.

C. UN4U

30. UN4U is an outreach programme, in which United Nations officials visit schools in order to speak to students about the Organization, its ideals and activities. The UN4U programme is primarily focused on outreach to New York City public schools. Now in its seventh year, UN4U has been broadened to include both public and private schools, with speakers travelling beyond New York City to neighbouring suburban communities and to other states in the region, including Pennsylvania, New Jersey and Connecticut. UN4U spans the entire academic year, from September to June. During the current academic year, UN4U will have reached out to approximately 2,700 students in 15 schools in the region.

D. Reham Al-Farra Memorial Journalists Fellowship Programme

31. The Committee noted the importance of the continued implementation by the Department of Public Information of the ongoing Reham Al-Farra Memorial Journalists Fellowship Programme for broadcasters and journalists from developing countries and countries with economies in transition, as mandated by the General Assembly.

32. In 2014, 15 participants (9 women and 6 men) from Algeria, Burkina Faso, Chad, Colombia, Ethiopia, Iran (Islamic Republic of), Kyrgyzstan, Lebanon, Libya, Pakistan, the Republic of Moldova, Tunisia, Turkmenistan, Uganda and Viet Nam were selected.

33. To expand the impact of the Programme, a total of 23 journalists from Albania, Burkina Faso, Chad, Colombia, Egypt, Ethiopia, Iran (Islamic Republic of), Jordan, Kyrgyzstan, Lebanon, Libya, Pakistan, the Republic of Moldova, Tunisia, Turkmenistan and Uganda were selected to participate remotely. They participated in online discussion forums and received selected training materials.

34. A participant survey conducted at the conclusion of the Programme provided strong, positive feedback indicating that participation had enriched the journalists' knowledge of, and interest in, the United Nations and was beneficial for their work and career.

35. The aim of the Department in 2015 is to select 15 qualified candidates from a pool of 35 countries. Since its inception, 536 journalists and broadcasters from 166 countries have taken part in the Programme.

VI. Library services: updates from the Dag Hammarskjöld Library

A. Steering Committee for the Modernization and Integrated Management of United Nations Libraries

36. In accordance with the request by the Committee on Information in its report on its thirty-sixth session (A/69/21), the Steering Committee for the Modernization and Integrated Management of United Nations Libraries was reconstituted as the Steering Committee for Libraries of the United Nations, with the aim of building practical cooperation among the library services.

37. A new internal Libraries board will be set up to provide strategic guidance and support the two largest libraries in the Secretariat — the Dag Hammarskjöld Library in New York and the Library at the United Nations Office at Geneva — ensuring a coherent management approach, while respecting the specific mandates of the libraries concerned. There are common processes and features across the libraries, and coordination will increase the impact of digital technology and provide an opportunity for change and collaboration.

38. The board will bring together the senior managers in the entities responsible for the libraries and a representative of the Office of the Secretary-General. It will provide guidance on common approaches to:

(a) Ensure the comprehensive management of United Nations public documents and publications. Diversity of publishing channels and reductions in library resources have increased the risk of the Organization's knowledge being unrecorded, undiscovered and lost;

(b) Enable resource sharing, in the form of content, people (skills and knowledge) and technology. The Board will oversee the development of a common information management infrastructure, including one global United Nations digital repository for official documentation, research, studies and statistics. This will ensure access to, and preservation of, the knowledge created by the Organization. The Board will also take existing cooperation to new levels, ensuring a coherent strategy for the digitization of pre-1993 United Nations documents — a key priority of Member States — and the achievement of efficiencies through common procurement processes for content and technologies;

(c) Develop a seamless client experience. Clients should experience a joined-up service and a one-stop approach. This is as important for globally mobile Secretariat staff as it is for the online audience in the Organization and beyond;

(d) Revitalize the role and the operations of the global network of United Nations partner libraries, which act as distributors and interpreters of United Nations content on the ground in most Member States;

(e) Formulate a marketing strategy to assess stakeholder needs and ensure the development of services and products across the library network that is aligned to stakeholder requirements.

B. Client services

39. Over the reporting period, some 2,750 information research requests from Permanent Missions were answered. Some 60 per cent of participants in the training sessions given by the Dag Hammarskjöld Library were Permanent Mission staff and delegates (accounting for 480 of the 800 attendees during the period).

C. Digitization

40. Some 11,430 United Nations documents (representing 129,234 pages) were digitized over the reporting period, and 10,950 of those documents were uploaded to the Official Documents System, and hence made available to researchers.

D. Depository libraries

41. The Handong Global University Library in the Republic of Korea, was designated as a United Nations depository library in August 2014.

42. Distribution of hard copies of United Nations publications from New York to depository libraries has been almost entirely terminated since 2012, the immediate cause being damage to print and distribution facilities caused by Storm Sandy. The Dag Hammarskjöld Library consequently launched a review to develop a viable future concept for the "depository library". The conclusions of the exercise will be evaluated by the United Nations Publications Board at an upcoming meeting in 2015.

E. Outreach in New York City

43. In September 2014, the Dag Hammarskjöld Library hosted an event entitled "Climate change is at the door: preparing your collections", in cooperation with the Metropolitan New York Library Council and the Alliance for Response — New York City, in order to address climate change and local preparedness in the library, archive and affiliated communities. Over 60 participants attended the gathering.

F. Digital library/digital repository

44. Security Council documents spanning the years from 1946 to 2014 (representing more than 76,000 items) in all available official languages of the United Nations were added to the pilot digital repository. A complementary set of United Nations publications on the theme of "Peace and security" will be added in a trial of digital distribution (in cooperation with the Department's Sales and Marketing Section).

45. Other complementary sets planned include a pilot selection of editions of the *Yearbook of the United Nations*, oral history material and a collection of General Assembly documents. Enhanced digital repository features initiated during the reporting period include: search enhancements, new reporting options, full interface in three languages and initiation of interface implementation in Arabic, Chinese and Russian.

G. Information processing

46. During the reporting period, some 7,000 metadata records were created and assigned to United Nations documents and publications to improve ease of search and retrieval. An authoritative index of terms and a thesaurus in the six official languages were continuously maintained. The metadata records and authoritative resources form the core information for the United Nations Bibliographic Information System (UNBISnet), the indexes to the proceedings of three of the major organs of the United Nations and the Official Document System, providing various avenues of access to United Nations documentation.

47. Retrospective digitization of all the volumes of the *Index to Proceedings of the General Assembly* was completed. All volumes from 1946 onward can now be found on a dedicated webpage.

VII. Highlighting United Nations priorities through the arts and entertainment

A. Outreach to the creative community

48. At its thirty-sixth session, the Committee stressed the importance of promoting awareness of the role and work of the United Nations by fostering dialogue with global constituencies. As part of the Department's efforts in this regard, it is expanding its outreach to film-makers and other content creators through its Envision partnership with the New York-based Independent Film-maker Project, with regular film screenings and discussion forums throughout the year. In September, Envision screened the award-winning documentary *Virunga*, which tells the story of the struggle to protect the rich natural resources of Virunga National Park in the Democratic Republic of the Congo, one of the most biodiverse places in the world. Speakers included United Nations Goodwill Ambassador for Biodiversity Edward Norton. In November, in observance of the International Day for Tolerance, the short film *Poet Against Prejudice* was screened at the Made In New York Media Centre. The film tells the story of a young Muslim girl in Brooklyn following 11 September 2001.

49. In observance of the International Day of Persons with Disabilities, the Department co-sponsored with the Department of Economic and Social Affairs a special screening, on 2 December 2014, of the documentary film *We Stand Alone*. The film tells the story of the Liberian national amputee football team and its quest to win the 2011 African Cup of Nations for Amputee Football.

50. At its thirty-sixth session, the Committee encouraged continued collaboration between the Department of Public Information and UNESCO in the promotion of culture and in the fields of education and communication. To that end, the Department provided support to UNESCO and the Permanent Mission of France for the screening of the award-winning documentary film *On the Way to School* at United Nations Headquarters on 23 January 2015, in advance of the film's release in the United States. The film chronicles the lives of four children in India, Kenya, the Atlas Mountains and the Patagonian plains, and their daily arduous and dangerous treks in their quest to get an education.

B. Celebrity advocacy

51. At its thirty-sixth session, the Committee called upon the Department to continue to involve United Nations Messengers of Peace and other advocates in its outreach activities. The Messengers of Peace have continued to lend their voices and visibility to the promotion of United Nations themes in a variety of ways. Messengers of Peace Jane Goodall, Yo-Yo Ma, and Midori participated alongside the Secretary-General in the observance of the International Day of Peace on 19 September 2014 at United Nations Headquarters in New York.

52. On 20 September, a new Messenger of Peace, actor and environmental activist Leonardo DiCaprio, was designated by the Secretary-General to help raise awareness of the urgent need for action on climate change. Mr. DiCaprio's first act in his new capacity was to address the opening ceremony of the Climate Summit that month at United Nations Headquarters. His participation and support through his social media platforms helped the Department to focus international attention on the Summit and to achieve unprecedented social media exposure for it, including two million views of his statement on the United Nations YouTube channel, the most watched video ever on the channel.

53. On 22 September, Edward Norton, Goodwill Ambassador for Biodiversity, served as master of ceremonies at the 2014 Equator Prize award ceremony in New York, in support of the Climate Summit and the World Conference on Indigenous Peoples. Hosted by UNDP and United Nations partners and attended by more than 2,400 people, the ceremony was a celebration of leadership by indigenous and local communities working to meet climate and development challenges through conservation and the sustainable use of nature.

54. On 24 October 2014, internationally renowned pianist and Messenger of Peace Lang Lang performed at a United Nations Day concert in the General Assembly Hall with an international youth orchestra representing five continents conducted by Manuel López-Gómez. Mr. López-Gómez and many of the youth musicians hailed from the renowned El Sistema programme, which provides music education to children from poor socioeconomic backgrounds. The concert featured a special guest appearance by the award-winning musician Sting.

C. Special events

55. The Department continued to raise awareness of the issues on the Organization's agenda through the organization of special events in collaboration with internal and external partners. For the second year in a row, the Department facilitated the Secretary-General's participation in the Global Citizen Festival, held in New York City on 27 September 2014. The Secretary-General addressed a live audience of 60,000 people to promote the post-2015 development agenda, with over 20 million people watching the live stream on the MSNBC network, and 4 million viewers tuned into the broadcast on the NBC network in the United States.

56. On 20 September, in advance of the Secretary-General's Climate Summit, the Department worked with Academy Award-winning producer Fisher Stevens to produce a spectacular set of moving projections entitled "illUmiNations: Protecting Our Planet". Hundreds watched as the facades of the United Nations General Assembly and Secretariat Buildings were lit up with streaming images depicting the

impact of climate change. Over 95,000 viewers watched a three-minute social media video of the event across all platforms, and over 5 million potential impressions were served via Twitter.

57. On 18 August 2014, the Department organized an interactive conversation between the Secretary-General and activist Malala Yousafzai at United Nations Headquarters on the theme "500 days of action for the Millennium Development Goals", to call on youth to play a part in achieving the Millennium Development Goals. The event was attended by 500 young people and was webcast.

VIII. United Nations flagship publications

A. *Yearbook of the United Nations*

58. At its thirty-sixth session, the Committee acknowledged the importance of the *Yearbook of the United Nations* and welcomed efforts to expand the content and function of the website of the *Yearbook*. In December, the Department launched the sixty-fourth volume of the *Yearbook*, covering the Organization's global activities in 2010. The online Yearbook Express collection, featuring chapter introductions to selected *Yearbooks* in all six official languages of the United Nations, was further expanded to include material from two prior *Yearbook* volumes. The September 2014 issue of *The Foreign Service Journal*, the monthly publication of the American Foreign Service Association, singled out the *Yearbook* website (http://unyearbook.un.org) as site of the month, and described the site's main features. Finally, a survey of the *Yearbook* is being developed by the Evaluation and Communications Research Unit of the Department. The survey will be undertaken in the first part of 2015.

B. *UN Chronicle*

59. In its second issue of 2014, *UN Chronicle* focused on the devastating impact of illegal wildlife trade. The edition was published in English and French in print and as an e-publication online in September 2014. In its third issue of 2014, the *UN Chronicle* marked the bicentennial of the Congress of Vienna and the evolution of multilateral conference diplomacy. The edition was also published in English and in French in December 2014 in print and as a web- and e-publication. The issue to be published in early 2015 will focus on the sustainable development goals beyond 2015. In response to the Committee's encouragement to focus on paperless editions, the number of print copies will be reduced, with the exception of paid subscriptions, for 2015.

C. *Basic Facts about the United Nations* in Arabic

60. To address the call for more multilingual content, in September the Department launched the Arabic version of the handbook *Basic Facts about the United Nations, 2014*, made possible through a generous financial contribution from the United Arab Emirates. It was also published online and subsequently distributed in print form to Permanent Missions and to United Nations information centres for further dissemination.

D. United Nations making a difference

61. In December 2014, the Department released the Android version of the popular United Nations calendar of observances mobile application, with content in the six official languages, as well as in Bahasa Indonesia and Kazakh. The development of the application was facilitated through collaboration among the United Nations Information Centre in Almaty, Al-Farabi Kazakh National University, the Kazakh Ablai Khan University of International Relations and World Languages, the UNESCO Almaty office and the United Nations Regional Centre for Preventive Diplomacy for Central Asia. This free application, now for the iOS operating system and Android devices, features official United Nations observances, links to related videos and further information and illustrates how the United Nations makes a difference in tackling global challenges.

IX. Internal communications and design

A. Websites

62. With reference to the Committee's reaffirmation at its thirty-sixth session of the need to enhance the technological infrastructure of the Department of Public Information on a continuous basis in order to widen the outreach of the Department, and to improve the United Nations website, the Department continued to improve, support and maintain the websites of the Outreach Division. The primary focus during this period involved upgrading the technical infrastructure of the United Nations intranet. The site now has a responsive design technology that allows staff members to access information on mobile devices and from the field.

B. iSeek, the United Nations intranet and deleGATE

63. In accordance with the Committee's reaffirmation that the central objective of the outreach and knowledge services implemented by the Department of Public Information is to promote awareness of the role and work of the United Nations, the iSeek team posted over 200 stories and 280 announcements in English and French on both the iSeek and the deleGATE sites. The stories and announcements helped raise awareness of high-level meetings and a range of subjects, as requested by the Committee at its thirty-sixth session, including the International Decade for People of African Descent, the Dialogue among Civilizations, the progress in implementing the Millennium Development Goals, as well as other priority issues. The stories also explained how staff could help promote United Nations campaigns using their personal social media networks in order to take advantage of a staff "multiplier effect" in disseminating information about the work of the Organization.

64. The iSeek team also undertook a major study to evaluate the intranet. As part of the evaluation, focus group studies were conducted with staff at Headquarters and in the field and senior officials were interviewed.

65. In March 2014, the Office of Information and Communications Technology moved the deleGATE website (www.un.int) to a new content management platform, Drupal. While the Department is no longer responsible for the technical platform of

deleGATE, it continues to update the home page with information on meetings, events, announcements and stories from iSeek in English and French.

C. Graphic design

66. The Department's Graphic Design Unit continued to support Organization-wide print and electronic products, such as publications and campaign design materials, by offering creative graphic design and pre-press services, as well as printing cost estimates and specifications. In order to learn more about the needs of the United Nations Information Centres, the Graphic Design Unit conducted a survey during this period and found that 90 per cent of the Centres currently use materials designed by the Unit.

67. During the reporting period, the Unit completed 217 graphic design products for campaigns and conference brand identities, such as logos, brochures, books, posters, signage, banners, press kits, and web and social media graphics. Sensitive to the issue of multilingualism from the outset of the design process, the Unit created most designs in all six official languages of the United Nations.

68. Branding for campaigns included: the sixty-ninth session of the General Assembly; Human Rights Day; the Climate Summit; the World Humanitarian Summit to be held in 2016; the sustainable development agenda; the United Nations Conference on Small Island Developing States; the Office of the Special Representative of the Secretary-General for Children and Armed Conflict; the International Decade for People of African Descent; the Every Woman, Every Child initiative; the United Nations Mine Action Service; and the 2015 Sustainable Energy for All Forum. Products were also created for the Holocaust and the United Nations Outreach Programme and for the Office of Disarmament Affairs.

69. The Unit was an integral partner in the event in Times Square in New York City to commemorate United Nations Day on 24 October. Collaborating with sections and divisions within the Department, the Unit developed a high-impact visual design which was displayed on the large NASDAQ screen.

X. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

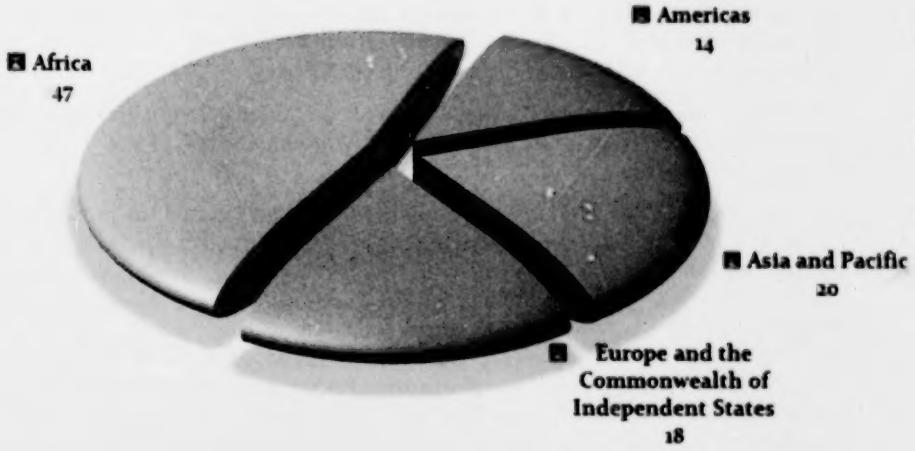
70. The Holocaust and the United Nations Outreach Programme marked the seventieth anniversary of the United Nations, the end of the Second World War and the liberation of the Auschwitz-Birkenau Nazi concentration and extermination camp (1940-1945) with a series of activities in January 2015. The selected theme "Life, liberty and the legacy of Holocaust survivors" underscored how the United Nations was shaped by the Holocaust and its aftermath.

71. An exhibition entitled "Forbidden art" featuring artwork created by prisoners of the camp opened on 19 January 2015. It was sponsored by the Auschwitz State Memorial and Museum and the Permanent Mission of Poland to the United Nations. Yad Vashem, the Holocaust Martyrs' and Heroes' Remembrance Authority, curated a second exhibition entitled "Shoah: how could it have been humanly possible?", sponsored by the Permanent Mission of Israel to the United Nations and the

American Society for Yad Vashem. Both exhibits were on view for the month in the Visitors Lobby at United Nations Headquarters.

72. The Programme also mounted an exhibition in honour of its tenth anniversary, which featured the liberation of Auschwitz-Birkenau, with testimonies shared by Holocaust survivors and veterans from the archive of the University of Southern California Shoah Foundation Institute for Visual History and Education. The exhibition — together with a film highlighting the Programme's educational materials and activities over the past 10 years — was produced in all United Nations official languages and provided to the United Nations Information Centres for their Holocaust remembrance activities.

Holocaust remembrance activities of the United Nations information centres in 2015, by region



73. The annual Holocaust memorial ceremony, which featured remarks by the Secretary-General and the President of Israel, was held on 28 January 2015, in observance of the International Day of Commemoration in Memory of the Victims of the Holocaust. The Programme also provided support to events planned by the Permanent Mission of the Czech Republic, the Permanent Mission of Slovakia and B'nai B'rith International for the commemoration of the International Day.

74. On the same evening, the Programme held a screening of the film *Kinderblock 66: Return to Buchenwald* and held a discussion with the film's director and executive producer. The documentary is a historical account of the survival of more than 900 young Jewish boys, as told through the stories of four former inmates of Buchenwald.

75. A briefing on the Holocaust entitled "The holocaust, homosexuals and Lesbian, gay, bisexual and transgender rights today" was held on 29 January. The briefing was organized in cooperation with the Department's NGO Relations and Advocacy Section.

76. To mark the seventieth anniversary of the United Nations, the Programme held a roundtable discussion on the United Nations War Crimes Commission records (1943 to 1949) with the Special Adviser of the Secretary-General on the Prevention of Genocide and archivists from the Archive and Records Management Section and the United States Holocaust Memorial Museum, along with a researcher from the University of London and a former investigator from the United States Department of Justice.

77. The Programme continued to provide briefings to a number of NGOs in New York, served as a panellist at two international Holocaust educators conferences and represented the Organization at the International Holocaust Remembrance Alliance.

B. Commemoration of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade

78. In response to the Committee's request that it contribute to the observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade, the Department continued its activities in close collaboration with African and Caribbean Member States.

79. Two events were organized in September at United Nations Headquarters in partnership with UNESCO to mark the twentieth anniversary of the Slave Route Project.

80. On 4 September 2014, a roundtable discussion was held on the representation of slavery in film. The panel included three directors and a producer who had worked on movies on slavery, such as *Sanfok, Akwantu, Queen Nanny of the Maroons* and the CBC Television and BET mini-series *The Book of Negroes*. Rounding up the panel were Louis Gossett, Jr., an academy award-winning actor featured in the mini-series *Roots*, and the executive director of the New York African Film Festival. The discussion focused on the contribution that earlier films had made to the evolution of the representation of slavery, the impact that films on slavery have had on raising awareness of this important issue and film projects that are currently in production. Overall, the panel discussion reminded participants of the powerful role that cinema plays in educating the public about the history of the transatlantic slave trade and its legacy.

81. On 5 September, another panel discussion was organized to examine how the transatlantic slave trade was being taught in schools and how to improve instruction on this topic. The panel included two editors, a contributor to the publication *The Transatlantic Slave Trade and Slavery: New Directions in Teaching and Learning*, the Executive Director of the New Jersey Amistad Commission, the National Programme Manager of the National Underground Railroad Network to Freedom, the Curator of the House of Slaves in Gorée, Senegal, and a professor of African and African-American Studies. After introducing the publication, panellists shared their experiences in teaching about the transatlantic slave trade in the United States at the national, state and local levels.

82. The 2014 film series featuring movies related to slavery and its legacy culminated in film screenings on 27 December as part of the celebration of Kwanzaa. The film *Tula: the Revolt*, about the leader of a slave uprising on the island of Curacao, a Dutch colony in 1795, was screened at Fordham University and

the American Museum of Natural History screened the film, *They Are We*, which documents the extraordinary journey of a family group that kept alive songs, dances and an entire belief system brought by one of their enslaved ancestors. The family had no idea where in Africa their ancestor had come from.

83. A series of year-round events will enhance the awareness of the commemorative activities for the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade and the permanent memorial to the victims of slavery and the transatlantic slave trade. In 2015, this includes a solemn commemorative meeting of the General Assembly, briefings, roundtable discussions, an exhibit, a cultural and culinary event, a global videoconference with students living in countries affected by the transatlantic slave trade and film screenings.

84. In January, there was a special screening of the film *Selma: One Dream Can Change the World* about Martin Luther King, Jr.'s historic struggle to secure voting rights for all people — a campaign that culminated with the epic march from Selma to Montgomery, Alabama, and led to United States President Johnson's signing of the civil rights legislation of 1965. The event was organized in partnership with the New Jersey Amistad Commission and Paramount Pictures. The Secretary-General, the Deputy Secretary-General and representatives of Permanent Missions, as well as teachers, educators and students, attended the event as part of a programme that encourages public schools to teach the history of African-Americans and the African diaspora.

85. The formal unveiling of the permanent memorial planned for March will mark the culmination of long-standing efforts for a befitting permanent reminder at United Nations Headquarters of the long-lasting effects of slavery and the slave trade.

XI. Sales and marketing: expanding access to knowledge and information in all formats

A. Sale and marketing of United Nations publications

86. During the reporting period, the Outreach Division published some 190 multilingual titles in print and digital formats. The Division's Sales and Marketing Section has continued to strive to engage translators to work on a pro-bono basis to translate important United Nations publications into languages other than English. One such example during the reporting period was the translation into Spanish of a publication aimed at young people (at the secondary school level) entitled *Action for Disarmament — 10 Things You Can Do* (a longstanding joint project between the Office for Disarmament Affairs and the Department of Public Information). Another example was the translation into Chinese of *United Nations at a Glance*, a general publication of the Department that targets a young audience.

87. The Sales and Marketing Section continued to expand and reinforce its ongoing social media campaign to promote United Nations publications. The number of Twitter followers of United Nations publications has reached 116,000, and Facebook "likes" stand at 26,000.

88. The Section successfully managed the release of the 2015 edition of the European Agreement concerning the International Carriage of Dangerous Goods by Road. Some 12,000 copies of the title in English and French, and in print and

compact disc formats, have been purchased by the Organization's long-standing distributors.

89. The Section is developing an updated e-Commerce website to promote and sell publications and branded merchandise. The website (and many of the available publications) will have multilingual attributes and will be available in June.

B. United Nations Development Business

90. United Nations Development Business, a trust fund within the Division, initiated new partnerships with a number of international organizations, such as the International Chamber of Commerce and the Commonwealth Businesswomen network, in an effort to advance various United Nations priorities, notably, the empowerment of women-led businesses to participate in international public procurement and the strengthening of successful participation of small to medium-sized enterprises in the global economy. In March 2015, Development Business is launching a new website with a community platform to enable better information exchange between companies and facilitate access to company profiles.

XII. Conclusions

91. The Department has continued to engage with the public in a variety of ways to garner support for the United Nations and its activities, both locally at Headquarters and around the world. Results can be measured by the number of people and institutions that have been engaged in the Organization's message and ideals in different ways, be it through the Internet, partnerships, publications, exhibits, participation in live events, academic linkages or conferences.

92. Following the capital master plan renovations of the General Assembly Building, the Department's services are welcoming hundreds of thousands of visitors to a refurbished and redesigned space at United Nations Headquarters. The resumption of full-scale operations significantly enhances the Department's ability to meaningfully engage with the global public coming to New York.

93. The Division continued to engage with multiple audiences, particularly young people, academia and the general public, in order to expand its support base beyond the traditional United Nations audience. Special attention has been paid to the expansion of the use of languages other than English in all outreach activities. At the same time, the Division has continued to deepen its relationship with core constituencies through state-of-the-art innovative technologies, deepening the possibilities offered by enhanced interaction with such audiences, while continuing to serve the public on the other side of the digital divide through more traditional mediums such as publications in print.

94. The continuing expansion of the activities of the Office of the Secretary-General's Envoy on Youth, programmes such as UN4U and the programme for the remembrance of the victims of slavery and the transatlantic slave trade and commemorations such as the ones held in memory of the victims of the Holocaust are intended to maximize outreach potential to civil society and to engage with Member States and their priorities. Such activities demonstrate the Department's emphasis on core institutional messages related to the remembrance of past human

rights abuses and the renewed threats these rights face today. The growing importance of youth-related activities is a testimony to the importance the Organization attaches to education and empowering young people to face contemporary challenges.

95. The Department is committed to further developing strategic alliances with key partners, including academia, industry and the creative community, to build on successful initiatives. Partnerships are a creative, targeted, cost-effective and impactful way to expand outreach to varied audiences.